

WHAT IS CLAIMED IS:

5
10
15
20

Sub
#27

1. A method of producing printed matter containing a direct-reading material and an additional material related to the direct-reading material by an information processing apparatus, the direct-reading material including text and pictures, the additional material including text, sound, and images related to the direct-reading material, said method comprising the steps of:
converting primary data of the additional material into secondary data in the form of codes for high-density display;
performing an allocating operation for the direct-reading material and the additional material in accordance with a type space corresponding to the secondary data.

25
30

2. The method as claimed in claim 1, wherein the allocating operation performing step includes the step of linking the direct-reading material designated by a user and the related additional material.

35

3. A method of producing printed matter containing various materials by an information processing apparatus, said method comprising the steps of:

converting points of a non-allocated material designated by a user into directly readable printing data;

5 converting positional information of an area in which the non-allocated material is separately stored into printing data that can be read by a reading device; and

allocating the points of the non-allocated material and the positional information.

10

15 ^{SUB} 4. An apparatus that produces printed matter on which a direct-reading material including text and pictures, and a related additional material including text, sound, and images, are printed,

said apparatus comprising:

20 an encoding mechanism that converts primary data of the additional material into secondary data in the form of codes for high-density display; and

25 a layout design mechanism that carries out an allocating operation for the direct-reading material and an allocating operation for the additional material in accordance with a type space corresponding to the secondary data.

30

35 5. The apparatus as claimed in claim 4, further comprising a linking mechanism that links the direct-reading material designated by a user and the related additional material.

6. An apparatus that produces printed matter containing various types of information, comprising:

an information creating mechanism that
5 converts points of a non-allocated material designated by a user into directly readable printing data, and also converts positional information of an area in which the non-allocated material is separated stored into printing data that can be read
10 by a reading device; and

a layout design mechanism that carries out an allocating operation for the points of the non-allocated material and the positional information.

15

7. An apparatus that produces printed matter containing various types of information, comprising:

an information creating mechanism that
converts points of a non-allocated material designated by a user into directly readable printing data, and also converts positional information of an
25 area in which the non-allocated material is separated stored into printing data that can be read by a reading device; and

a layout design mechanism that carries out an allocating operation for the points of the non-allocated material and the positional information.

30

35

8. A computer-readable recording medium that stores a program for producing printed matter

said program provides a computer with the functions of:

5 material designated by a user into directly readable
printing data, and positional information of an area
in which the non-allocated material is separately
stored into printing data that can be read by a
reading device, and

Ad 27